
State: District of Columbia **Filing Company:** UnitedHealthcare Insurance Company
TOI/Sub-TOI: MS08G Group Medicare Supplement - Standard Plans 2010/MS08G.001 Plan A 2010
Product Name: Group Medicare Supplement Plans
Project Name/Number: ADVERTISING/FM18-0510

Filing at a Glance

Company: UnitedHealthcare Insurance Company
Product Name: Group Medicare Supplement Plans
State: District of Columbia
TOI: MS08G Group Medicare Supplement - Standard Plans 2010
Sub-TOI: MS08G.001 Plan A 2010
Filing Type: Form
Date Submitted: 05/04/2018
SERFF Tr Num: UHLC-131488657
SERFF Status: Assigned
State Tr Num:
State Status:
Co Tr Num: FM18-0510

Implementation
Date Requested:
Author(s): Michelle Ambach, Bobbie Walton, Lisa Muhammad, Ron Beverly II, Krisen Carr
Reviewer(s): Colin Johnson (primary)
Disposition Date:
Disposition Status:
Implementation Date:

State:	District of Columbia	Filing Company:	UnitedHealthcare Insurance Company
TOI/Sub-TOI:	MS08G Group Medicare Supplement - Standard Plans 2010/MS08G.001 Plan A 2010		
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Project Name/Number:	ADVERTISING/FM18-0510		

General Information

Project Name: ADVERTISING	Status of Filing in Domicile: Not Filed
Project Number: FM18-0510	Date Approved in Domicile:
Requested Filing Mode: File & Use	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Group
Submission Type: New Submission	Group Market Size: Large
Group Market Type: Association	Overall Rate Impact:
Filing Status Changed: 05/08/2018	
State Status Changed:	Deemer Date:
Created By: Krisen Carr	Submitted By: Krisen Carr
Corresponding Filing Tracking Number:	

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement. The material included within this filing is an Invitation to Inquire.

Company and Contact

Filing Contact Information

Krisen Carr, Compliance Coordinator	krisen_carr@uhc.com
680 Blair Mill Rd	215-902-8741 [Phone]
Horsham, PA 19044	215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company	CoCode: 79413	State of Domicile: Connecticut
185 Asylum Street	Group Code: 707	Company Type: Life and Health
Hartford, CT 06103	Group Name:	State ID Number: 79413
(860) 702-5000 ext. [Phone]	FEIN Number: 36-2739571	

Filing Fees

Fee Required?	No
Retaliatory?	No
Fee Explanation:	

State:	District of Columbia	Filing Company:	UnitedHealthcare Insurance Company
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Form Schedule

Lead Form Number: AS3048ST								
Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Signature event flyer	AS3048ST	ADV	Initial		45.000	AS3048ST.pdf
2		Workshop event flyer	AS3049ST	ADV	Initial		45.000	AS3049ST.pdf
3		Microsite	CA25514ST	ADV	Initial		45.000	CA25514ST.pdf
4		Postcard	WB26561ST	ADV	Initial		45.000	WB26561ST.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages



[RSVP today!]

AARP® | Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

A Better You

Stop here for helpful Medicare related information.

Experts in the field of health will offer guidance on Medicare related options and this important next step in your life. Meet fitness visionaries, exciting musical performers, and national motivational speakers at this free educational event. Get ready for a better future and a better you! Brought to you by AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company (UnitedHealthcare).

[Day, Date, Year]
[0:00 pm Registration]
[0:00 pm Program]

[Day, Date, Year]
[0:00 pm Registration]
[0:00 pm Program]

[Name of Venue]
[Address]
City, State, Zip Code]

Featuring:

[Name of feature]
[Name of feature]
[Name of feature]
[Name of feature]
[Name of feature]

[www.abetteryou.info]

**To RSVP, call UnitedHealthcare today at
[1.888.385.1995]**

AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers. AARP does not employ or endorse agents, brokers or producers.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.) Policy Form No. GRP 79171 GPS-1 (G-36000-4).

In some states, plans may be available to persons under age 65 who are eligible for Medicare by reason of disability or End-Stage Renal Disease.

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

This is a solicitation of insurance. A licensed insurance agent/producer may contact you.

You must be an AARP member to enroll in an AARP Medicare Supplement Insurance Plan.

THESE PLANS HAVE ELIGIBILITY REQUIREMENTS, EXCLUSIONS AND LIMITATIONS. FOR COSTS AND COMPLETE DETAILS (INCLUDING OUTLINES OF COVERAGE), CALL A LICENSED INSURANCE AGENT/PRODUCER AT [1-866-296-9489].

AS3048ST



[Invite a friend!]

AARP | Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

A Better You

Do you have Medicare related questions? Get answers!

A healthy family and a healthy community starts with you. Join [your church family], friends, and neighbors for this unique opportunity to meet [Rita Tolbert] to get answers to some of your Medicare related questions. All we need is you! Don't miss this free educational workshop **brought to you by AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company (UnitedHealthcare).**

[Day, Date, Year]
[0:00 pm Registration]
[0:00 pm Program]

[Name of Venue]
[Address
City, State, Zip Code]

Featuring:

[Name of feature]
[Name of feature]
[Name of feature]
[Name of feature]

[www.abetteryou.info]

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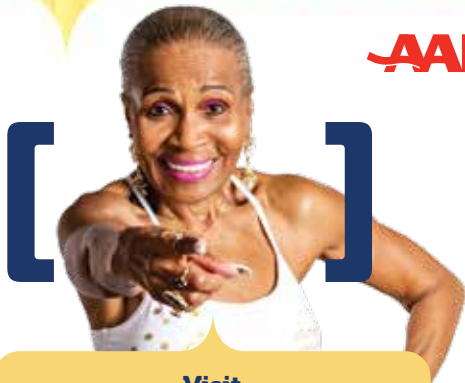
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AS3049ST

A Better You

Stop here for helpful
Medicare related
information.



Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

[Day, Date, Year]

[Morning Session: 0:00 am]

[Afternoon Session: 0:00 pm]

[Name of Venue]

[Address]

[City, State, Zip Code]

Featuring:

[Name and title of feature]

[Name and title of feature]

[Name and title of feature]

[Name and title of feature]

Visit
[www.abetteryou.info]

Brought to you by AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.)

CA25514ST

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A Better You

Stop here for
helpful Medicare
related information.

The more you know about Medicare related options, the better choices you'll make for your healthcare. Enjoy an uplifting and free educational experience brought to you by AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company (UnitedHealthcare).



[Be there!]

AARP® Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

EVENTS

[City, State]
[Day & Day]
[Month Date & Date]

[Click for more info.](#)

[City, State]
[Day & Day]
[Month Date & Date]

[Click for more info.](#)

[City, State]
[Day & Day]
[Month Date & Date]

[Click for more info.](#)

WORKSHOPS

[City, State]
[Day & Day]
[Month Date & Date]

[Click for more info.](#)

[City, State]
[Day & Day]
[Month Date & Date]

[Click for more info.](#)

[City, State]
[Day & Day]
[Month Date & Date]

[Click for more info.](#)

NATIONAL EVENT

[City, State]
[Day & Day]
[Month Date & Date]

[Click for more info.](#)

To RSVP, call
UnitedHealthcare today at
[1.888.385.1995]

[or [click here.](#)]

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A Better You

Stop here for helpful Medicare related information.

The more you know about better choices you'll make. uplifting and free education. AARP® Medicare Supplement UnitedHealthcare Insurance



RSVP



First Name

Last Name

Zip Code

Please provide your preferred means of contact.

Phone Number

Email

SUBMIT

Brought to you by AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.)
Not connected with or endorsed by the U.S. Government or the federal Medicare program.
This is a solicitation of insurance. A licensed insurance agent/producer may contact you.

WB26581ST

Medicare Supplement Plans
insured by UnitedHealthcare Insurance Company

NATIONAL EVENT

[City, State]
[Day & Day]
[Month Date & Date]

[Click for more info.](#)

To RSVP, call
UnitedHealthcare today at
[1.888.385.1995]

[or [click here.](#)]

AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.)
In some states, plans may be available.
Not connected with or endorsed by the U.S. Government or the federal Medicare program.

This is a solicitation of insurance. A licensed insurance agent/producer may contact you.
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WB26561ST

royalty fees to AARP for the use of
brokers or producers.
79171 GPS-1 (G-36000-4).

SERFF Tracking #:	UHLC-131488657	State Tracking #:		Company Tracking #:	FM18-0510
State:	District of Columbia	Filing Company:	UnitedHealthcare Insurance Company		
TOI/Sub-TOI:	MS08G Group Medicare Supplement - Standard Plans 2010/MS08G.001 Plan A 2010				
Product Name:	Group Medicare Supplement Plans				
Project Name/Number:	ADVERTISING/FM18-0510				

Supporting Document Schedules

Satisfied - Item:	Statement of Variability
Comments:	
Attachment(s):	SOV_AS3048ST_AS3049ST_CA25514ST_WB26561ST.pdf
Item Status:	
Status Date:	

Statement of Variability

Note: This is a collective list of variables shown and explained. Any repeating variables within a single component will only be listed once unless otherwise noted.

Print Ad: AS3048ST

Variable	Description
[*header photo collage*]	Photo collage will vary depending on marketing testing purposes.
[RSVP today!]	May vary depending on marketing testing purposes. Alternatives include: <ul style="list-style-type: none"> • Save your seat! • We'll save you a seat • Save the Date • Join us! • Don't Miss Out! • Get Your Seat Now! • Be Informed! • Be Informed and Entertained! • Join us for uplifting and empowering information • We're saving your seat!
[Day, Date, Year] [0:00 pm Registration] [0:00 pm Program]	These fields indicate the date of the event as well as the time to register by and the time of the start of the event.
[Day, Date, Year] [0:00 pm Registration] [0:00 pm Program]	These fields indicate the date of the event as well as the time to register by and the time of the start of the event.
[Name of Venue] [Address City, State, Zip Code]	These fields indicate the name and address of venue.
Featuring: [Name of feature] [Name of feature] [Name of feature] [Name of feature] [Name of feature]	These fields indicate the names of the people featured in the event.
[www.abetteryou.info]	This URL links to the website associated with the community event and may change based on marketing testing purposes.

[1.888.385.1995]	This is the phone number consumers can call to RSVP to the event and may change depending on marketing testing purposes.
[1-866-296-9489]	This is the phone number consumers can call to speak with a licensed insurance agent to receive more information and may change depending on marketing testing purposes.

Print Ad: AS3049ST

Variable	Description
[*header photo collage*]	Photo collage will vary depending on marketing testing purposes.
[Invite a friend!]	May vary depending on marketing testing purposes. Alternatives include: <ul style="list-style-type: none"> • Save your seat! • We'll save you a seat • Save the Date • Join us! • Don't Miss Out! • Get Your Seat Now! • Be Informed! • Be Informed and Entertained! • Join us for uplifting and empowering information • We're saving your seat!
[your church family]	May vary depending on marketing testing purposes and the organization of each event. Other alternatives include names of partnering organizations, advocacy organizations, fitness groups, or faith-based organizations associated with each event.
[Rita Tolbert]	May vary if the name of the featured presenter on Medicare changes.
[Day, Date, Year] [0:00 pm Registration] [0:00 pm Program]	These fields indicate the date of the event as well as the time to register by and the time of the start of the event.
[Name of Venue] [Address] City, State, Zip Code]	These fields indicate the name and address of venue.
Featuring: [Name of feature] [Name of feature] [Name of feature] [Name of feature]	These fields indicate the names of the people featured in the event.

[www.abetteryou.info]	This URL links to the website associated with the community event and may change based on marketing testing purposes.
[1.888.385.1995]	This is the phone number consumers can call to RSVP to the event and may change depending on marketing testing purposes.
[1-866-296-9489]	This is the phone number consumers can call to speak with a licensed insurance agent to receive more information and may change depending on marketing testing purposes.

Postcard: CA25514ST

Variable	Description
[*photo*]	Photo will vary depending on marketing testing purposes.
[Day, Date, Year] [Morning Session: 0:00 am] [Afternoon Session: 0:00 pm] [Name of Venue] [Address] City, State Zip Code]	These fields indicate the date of the event, the times of sessions, the name of the venue, and the address of the venue.
Featuring: [Name and title of feature] [Name and title of feature] [Name and title of feature] [Name and title of feature]	These fields indicate the names of the people featured in the event.
[www.abetteryou.info]	This URL links to the website associated with the community event and may change based on marketing testing purposes.
[1-866-296-9489]	This is the phone number consumers can call to speak with a licensed insurance agent to receive more information and may change depending on marketing testing purposes.

Web Page: WB26561ST

Variable	Description
[*photo*]	Photo will vary depending on marketing testing purposes.
[Be there!]	May vary depending on marketing testing purposes. Alternatives include: <ul style="list-style-type: none"> • Save your seat! • We'll save you a seat • Save the Date • Join us! • Don't Miss Out!

	<ul style="list-style-type: none"> • Get Your Seat Now! • Be Informed! • Be Informed and Entertained! • Join us for uplifting and empowering information • We're saving your seat!
[City, State] [Day & Day] [Month Date & Date]	These fields will fill in with event information for the events, workshops, and national event sections.
[1.888.385.1995]	This is the phone number consumers can call to RSVP to the event and may change depending on marketing testing purposes.
[or click here .]	Will appear or not appear depending on the whether or not the online RSVP functionality is active.
[1-866-296-9489]	This is the phone number consumers can call to speak with a licensed insurance agent to receive more information and may change depending on marketing testing purposes.